## **ORDER**

Orders Order / Rev: 68956 9853530 /Brad Alt Order #: Product Desc: John McNally-SD15 WHP-TV CBS21 Estimate: Flight Dates: 10/30/12 - 11/05/12 Primary AE: Millennium Washington DC Original Date / Rev: 10/29/12 / 10/29/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National Red Maverick Media Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 401 N 2nd Street Billing Cycle: EOM/EOC Harrisburg, PA 17101 Agency Commission: 15% Advertiser McNally/R/PA Senate Name: A35+ Demographic: New Business Thru: **Product Codes:** State Elections Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID: Bill Plan **Totals** Rating Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount November 2012 91 \$34,720.00 \$29,512.00 0.00 10/29/12 11/05/12 91 \$34,720.00 \$29,512.00

Totals

91

\$34,720.00

\$29,512.00

0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	25%	\$34,720.00
Market	100%	\$138,880.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$104,160.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM		:30	5	\$30.00 P-3	0.00 NM	5	\$150.00
N 2	WHP	10/30/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	СМ	5:00 AM-5:30 AM (5:00 AM-5:30 AM		:30	5	\$30.00 P-3	0.00 NM	5	\$150.00
N 3	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:00 AM-6:30 AM (6:00 AM-6:30 AM		:30	5	\$70.00 P-3	0.00 NM	5	\$350.00
N 4	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:30 AM-7:00 AM (6:30 AM-7:00 AM		:30	5	\$70.00 P-3	0.00 NM	5	\$350.00
N 5	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	СМ	7a-9a	MTWTF	:30	6	\$40.00 P-3	0.00 NM	6	\$240.00
N 6	WHP	10/30/12	11/05/12		CM	1030a-1130a	S	:30	1	\$285.00 P-3	0.00 NM	1	\$285.00

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Order / Rev: 68956 Advertiser: McNally/R/PA Senate

Alt Order #: 9853530 /Brad Product Desc: John McNally-SD15 WHP-TV CBS21

Flight Dates: 10/30/12 - 11/05/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len S <sub>l</sub>	pots	Rate Pri	Rtg Type	Spots	Amount
				Face the Nation Face the Nation									
N 7	WHP	10/30/12	11/05/12	Face the State Face the State	СМ	1130a-12p	S	30	1	\$70.00 P-3	0.00 NM	1	\$70.00
N 8	WHP	10/30/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	МГWГF	:30	5	\$110.00 P-3	0.00 NM	5	\$550.00
N 9	WHP	10/30/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	СМ	530p-6p	МГЖГБ	:30	5	\$110.00 P-3	0.00 NM	5	\$550.00
N10	WHP	10/30/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	СМ	6p-630p	МГЖГБ	:30	5	\$125.00 P-3	0.00 NM	5	\$625.00
N11	WHP	10/30/12	11/05/12	Sa-Su 6p-630p News F CBS 21 News at 6p	Ro€M	6p-630p	SS	30	2	\$80.00 P-3	0.00 NM	0	\$0.00
Spot 1		Date Ran 10/30/12-		Description Sa-Su 6p-630p News Rot		t/End Time 330p		Weekdays Sa	<u>Ler</u> Su		Rtg Type 0.00 NM		
		e <i>MG 18.3</i> ogram Cha		18.6, 18.7, 18.8, 18.9, 18.1	0,18.11,	18.12,18.13,18.14	, 18. 15, 18. 1	16, 18. 17, 18	3.18				
2	WHP	10/30/12-	11/05/12 S	Sa-Su 6p-630p News Rot		•		Sa		:30 <del>(\$80.00)</del>	0.00 NM		
		e <i>MG 18.3</i> ogram Cha		18.6, 18.7, 18.8, 18.9, 18.1	0,18.11,	,18.12,18.13,18.14	, 18. 15, 18. 1	16, 18. 17, 18	3.18				
N12	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	СМ	7p-730p	МГЖГБ	:30	5	\$400.00 P-3	0.00 NM	3	\$1,200.00
Spot		Date Ran		Description N-F 7p-730p		t/End Time '30p		Weekdays MTWThF			Rtg Type		
Ü	See	MG 18.3		18.6,18.7,18.8,18.9,18.1		•				.00 (\$400.00)	0.00 14111		
5	•	Avail] 10/30/12-	11/05/12 N	Л-F 7p-730p	7p-7	<b>'</b> 30p	]	MTWThF		:30 <del>(\$400.00)</del>	0.00 NM		
		e MG 18.3 Avail]	,18.4,18.5,	18.6, 18.7, 18.8, 18.9, 18.1	0,18.11,	.18.12,18.13,18.14	, 18. 15, 18. 1	16, 18. 17, 18	3.18				
N13	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	МГЖГБ	:30	5	\$450.00 P-3	0.00 NM	2	\$900.00
Spot 1		Date Ran 10/30/12-		Description N-F 730p-8p		<u>t/End Time</u> p-8p		Weekdays MTWThF		ngth <u>Rate</u> :30 <del>(\$450.00)</del>	Rtg Type 0.00 NM		
		<i>MG 18.3</i> Avail]	,18.4,18.5,	18.6, 18.7, 18.8, 18.9, 18.1	0,18.11,	18.12,18.13,18.14	, 18. 15, 18. 1	16, 18. 17, 18	3.18				
2	WHP	10/30/12-		1-F 730p-8p		p-8p		MTWThF		:30 <del>(\$450.00)</del>	0.00 NM		
	[No	Avail]		18.6, 18.7, 18.8, 18.9, 18.1	0,18.11,	,18.12,18.13,18.14	, 18. 15, 18. 1	16,18.17,18	3.18				
5				1-F 730p-8p 18.6,18.7,18.8,18.9,18.1		p-8p ,18.12,18.13,18.14	•	MTWThF 16,18.17,18		:30 <del>(\$450.00)</del>	· 0.00 NM		
	[No	Avail]											
N14	WHP	10/30/12	11/05/12	Sa Prime Access Rotat Sa Prime Access Rota		7p-8p	S-	:30	4	\$135.00 P-3	0.00 NM	4	\$540.00
N15	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11р-1135р	МГWГF	:30	5	\$150.00 P-3	0.00 NM	5	\$750.00
N16	WHP	10/30/12	11/05/12	Sa-Su 11p-1130p New CBS 21 News Weeker		11p-1130p	SS	30	5	\$90.00 P-3	0.00 NM	3	\$270.00
Spot 4		Date Ran		Description Sa-Su 11p-1130p News		t/End Time -1130p	•	Weekdays Sa			Rtg Type 0.00 NM		
,	See	MG 18.3		18.6,18.7,18.8,18.9,18.1		•	, 18. 15, 18. 1			.00 (\$00.00)	0.00 11111		
5	-	Avail] 10/30/12-	11/05/12 S	Sa-Su 11p-1130p News	11p-	-1130p		Sa	Su	:30 <del>(\$90.00)</del>	0.00 NM		
		e MG 18.3 Avail]	,18.4,18.5,	18.6, 18.7, 18.8, 18.9, 18.1	0,18.11,	18.12,18.13,18.14	, 18. 15, 18. 1	16, 18. 17, 18	3.18				
N17	WHP	10/30/12	11/05/12	Mon Reg 1 Mon 8p-9p	СМ	8p-9p	M	:30	1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	СМ	9p-10p	M	:30	2	\$1,400.00 P-3	0.00 NM	16	\$15,140.00

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Order / Rev: 68956 Advertiser: McNally/R/PA Senate Alt Order #: 9853530 /Brad Product Desc: John McNally-SD15 WHP-TV CBS21

10/30/12 - 11/05/12 Flight Dates: Estimate:

Ln Ch End Inventory Code Break Start/End Time Davs Start Len Spots Rate Pri Rtg Type Spots Amount N 18 WHP 10/30/12 11/05/12 Mon Reg 2 СМ 9p-10p M\_ 2 \$1,400.00 P-3 0.00 NM \$15,140.00 Mon 9p-10p Ch Date Range Description Start/End Time Weekdays Rate Rtg Type Spot Lenath WHP 10/30/12-11/05/12 Mon Reg 2 9p-10p :30(\$1,400,00) 0.00 NM See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail] 2 WHP 10/30/12-11/05/12 Mon Reg 2 9p-10p :30<del>(\$1,400,00)</del> 0.00 NM M-----See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail] 3 WHP 10/30/12-11/05/12 Mon Reg 2 9p-10p M-----:30 \$1.500.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 4 WHP 10/30/12-11/05/12 Wed Reg 2 - - W- - - - - -:30 \$1,600.00 0.00 NM 9p-10p MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] ----F----5 WHP 10/30/12-11/05/12 Fri Reg 1 :30 \$800.00 0.00 NM 8p-9p MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 4:00 PM-7:00 PM4:00 PM-7:00 P------ Su 6 WHP 10/30/12-11/05/12 NFL RS Game Steelers :30 \$1,800.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 4:00 PM-7:00 PM4:00 PM-7:00 P------Su 7 WHP 10/30/12-11/05/12 NFL RS Game Steelers :30 \$1,800.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 8 WHP 10/31/12-11/05/12 M-F 7p-730p 7p-730p M- WThF- - - -:30 \$700.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] M- WThF----9 WHP 10/31/12-11/05/12 M-F 7p-730p 7p-730p :30 \$700.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 10 WHP 10/31/12-11/05/12 M-F 730p-8p M- WThF- - - -:30 \$800.00 0.00 NM 730p-8p MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 11 WHP 10/31/12-11/05/12 M-F 730p-8p 730p-8p M- WThF- - - -:30 \$800.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 12 WHP 10/31/12-11/05/12 M-F 730p-8p 730p-8p M- WThF- - - -:30 \$800.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 13 WHP 10/30/12-11/05/12 Thu Reg 1 ---Th----:30 \$1,700.00 0.00 NM 8p-9p MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 14 WHP 10/30/12-11/05/12 Sun Reg 1 7p-8p ----Su :30 \$1,800.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 15 WHP 10/31/12-11/05/12 M-F 4p-5p :30 4p-5p M- WThF----\$150.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 16 WHP 10/31/12-11/05/12 M-F 4p-5p M- WThF----:30 \$150.00 0.00 NM 4p-5p MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 17 WHP 10/31/12-11/05/12 Late Late Show 1235a-135a M- WThF- - - -:30 \$20.00 0.00 NM MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] 18 WHP 10/31/12-11/05/12 Late Late Show M- WThF- - - -\$20.00 0.00 NM 1235a-135a MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight] N19 WHP 10/30/12 11/05/12 Tue Reg 1 CM 8p-9p - T- - - -1 \$1.800.00 P-3 0.00 NM 0 \$0.00

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Order / Rev: 68956 Advertiser: McNally/R/PA Senate

Alt Order #: 9853530 /Brad Product Desc: John McNally-SD15 WHP-TV CBS21

Flight Dates: 10/30/12 - 11/05/12 Estimate:

Ln Ch	Start End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
N19 WHP	10/30/12 11/05/	12 Tue Reg 1 Tue 8p-9p	СМ	8p-9p	- T	:30	1 \$1,800.00 P-3	0.00 NM	0	\$0.00
	Date Range	<u>Description</u>		t/End Time		/eekdays		Rtg Type		
	<sup>9</sup> 10/30/12-11/05/1 e MG 18.3.18.4.18	'2 Tue Reg 1 8.5,18.6,18.7,18.8,18.9,18.	8p-9 10.18.11	•		Γ 3.18.17.18.1	.σσ(φ1,σσσ.σσ)	0.00 NM		
[No	o Avail]									
N20 WHP	10/30/12 11/05/	12 Tue Reg 2 Tue 9p-10p	СМ	9p-10p	- T	:30	1 \$1,600.00 P-3	0.00 NM	1	\$1,600.00
N21 WHP	10/30/12 11/05/	12 Tue Reg 3 Tue 10p-11p	CM	10p-11p	- T	:30	1 \$1,300.00 P-3	0.00 NM	0	\$0.00
	Date Range 2 10/30/12-11/05/1	Description		t/End Time -11p	_	<u>/eekdays</u> Г		Rtg Type		
Se	e MG 18.3,18.4,18	8.5, 18.6, 18.7, 18.8, 18.9, 18.		•		•	(, ,	, 0.00 IVIVI		
	o Avail] 10/30/12 11/05/	/12 Wed Peg 2	CM	9p-10p	W	:30	1 \$1,100.00 P-3	0.00 NM	0	\$0.00
INZZ VVIII	10/30/12 11/03/	Wed 9p-10p	Civi	эр-тор	<b>w</b>	.50	1 \$1,100.001-3	0.00 NW	U	φ0.00
	Date Range 10/30/12-11/05/1	<u>Description</u> 2 Wed Reg 2	<u>Star</u> 9p-	t/End Time I 0p		<u>/eekdays</u> - W		Rtg Type 0.00 <i>NM</i>		
	e <i>MG 18.3,18.4,18</i> o Avail]	8.5, 18.6, 18.7, 18.8, 18.9, 18.	10,18.11	, 18. 12, 18. 13, 18. 14,	18.15,18.16	5,18.17,18.1	18			
N23 WHP	10/30/12 11/05/	12 Thu Reg 1 Thu 8p-9p	СМ	8p-9p	T	:30	1 \$1,700.00 P-3	0.00 NM	1	\$1,700.00
N24 WHP	10/30/12 11/05/	<u> </u>	СМ	8p-9p	F	:30	1 \$750.00 P-3	0.00 NM	0	\$0.00
	Date Range 2 10/30/12-11/05/1	<u>Description</u>	<u>Star</u> 8p-9	t/End Time		/eekdays	Length Rate :30 (\$750.00)	_ <u> </u>		
Se	e MG 18.3,18.4,18	8.5, 18.6, 18.7, 18.8, 18.9, 18.	•	•	18.15,18.16	5, 18. 17, 18.	, ,			
	o Avail] 10/30/12 11/05/	/12 Sat Reg 1	CM	8p-9p	S-	:30	1 \$1,000.00 P-1	0.00 NM	0	\$0.00
		Sat 8p-9p								*****
	Date Range 10/30/12-11/05/1	<u>Description</u> 2 Sat Reg 1	<u>Star</u> 8p-9	<u>t/End Time</u> 9p		<u>/eekdays</u> Sa		Rtg <u>Type</u> 0.00 <i>NM</i>		
	e <i>MG 18.3,18.4,18</i> ogram Change]	8.5, 18.6, 18.7, 18.8, 18.9, 18.	10,18.11	,18.12,18.13,18.14,	18.15,18.16	5,18.17,18.1	18			
N26 WHP	10/30/12 11/05/	12 Sun Reg 1 Sun 7p-8p	СМ	7p-8p	S	:30	1 \$1,000.00 P-3	0.00 NM	0	\$0.00
	Date Range 10/30/12-11/05/1	<u>Description</u> 2 Sun Reg 1	<u>Star</u> 7p-8	t/End Time Bp	<u>W</u>	<u>/eekdays</u> Sı		Rtg Type 0.00 <i>NM</i>		
	e MG 18.3,18.4,18 o Avail]	8.5, 18.6, 18.7, 18.8, 18.9, 18.	10,18.11	,18.12,18.13,18.14,	18.15,18.16	5,18.17,18.1	18			
N27 WHP	10/30/12 11/05/	12 Sun Reg 2 Sun 8p-9p	CM	8p-9p	S	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
N28 WHP	10/30/12 11/05/	12 Sun Reg 3 Sun 9p-10p	СМ	9p-10p	S	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
N29 WHP	10/30/12 11/05/	/12 SEC Day Game SEC Football Day Ga	CM me	Various	S-	:30	5 \$200.00 P-3	0.00 NM	5	\$1,000.00
N30 WHP	10/30/12 11/05/	/12 SEC Prime Game SEC Football Night G	CM	Various	S-	:30	2 \$550.00 P-3	0.00 NM	2	\$1,100.00
N31 WHP	10/30/12 11/05/	12 NFL RS Pre Game NFL RS Pre Game	СМ	12p-1p	S	:30	2 \$300.00 P-3	0.00 NM	1	\$300.00
	Date Range	Description		t/End Time	<u>w</u>	/eekdays		Rtg Type		
		2 NFL RS Pre Game 8.5,18.6,18.7,18.8,18.9,18	12p 10.18.11	•	 18.15.18 16	Si 3.18.17.18.1	(7000)	0.00 NM		
[No	o Avail]		0, 10. 11	, 10.12, 10.10, 10.14,		,				
N32 WHP	10/30/12 11/05/	12 NFL RS Game Early NFL RS Game Early	CM	1p-4p	S	:30	2 \$1,300.00 P-3	0.00 NM	2	\$2,600.00
N33 WHP	10/30/12 11/05/	12	CM	4p-7p	S	:30	2 \$1,300.00 P-3	0.00 NM	0	\$0.00

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Order / Rev: 68956 Advertiser: McNally/R/PA Senate 9853530 /Brad John McNally-SD15 WHP-TV CBS21 Alt Order #: Product Desc: Flight Dates: 10/30/12 - 11/05/12 Estimate: Ln Ch Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start End Amount NFL RS Game Late NFL RS Game Late Weekdays Ch Date Range Description Start/End Time Rate Rtg Type Spot Length 1 WHP 10/30/12-11/05/12 NFL RS Game Late -----Su :30<del>(\$1,300.00)</del> 0.00 NM 4p-7p See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [Program Change] 2 WHP 10/30/12-11/05/12 NFL RS Game Late -----Su :30<del>(\$1,300.00)</del> 0.00 NM 4p-7p See MG 18.3, 18.4, 18.5, 18.6, 18.7, 18.8, 18.9, 18.10, 18.11, 18.12, 18.13, 18.14, 18.15, 18.16, 18.17, 18.18 [Program Change]

Totals 91 \$34,720.00